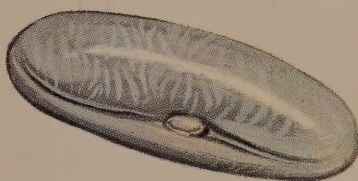
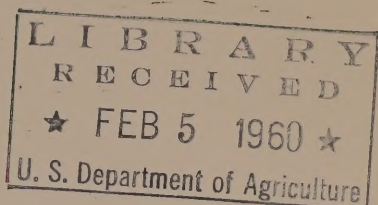


62

# 1960 CATALOG



PEAS



BEANS



CORN

# ROGERS BROTHERS COMPANY

*Seeds*

Box 2188  
IDAHO FALLS, IDAHO

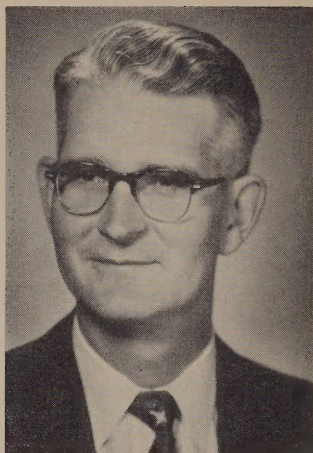
ESTABLISHED 1876



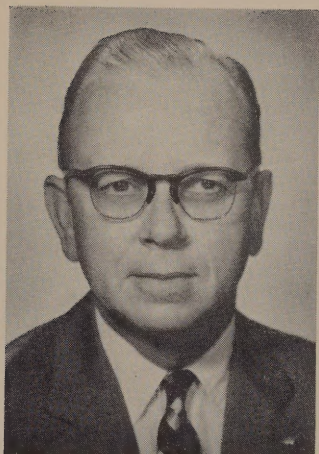
T. T. HOPKINS  
Vice President  
and General Manager



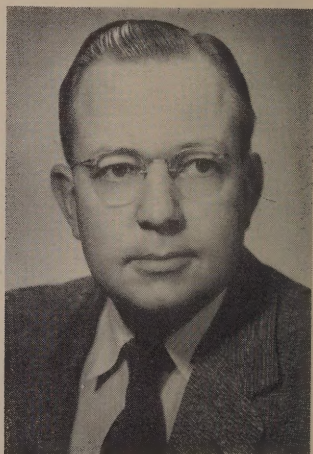
H. W. MAUTH  
Production Manager



R. K. ROSE  
President



D. W. ISLEY  
Secretary-Treasurer



L. V. ANDERSEN  
Traffic Manager





## ROGERS LATEST INTRODUCTIONS

### PEAS

Eureka

Frosty

Midfreezer

Small Sieve Freezer

### BEANS

Earligreen

Earliwax

Higrade

Slenderwhite

Tenderwhite

Wadex

### SWEET CORN HYBRIDS

Dominator

Golden Hybrid G101

Golden Hybrid R-8

Jubilee

Mello-Gold, White Silk

See descriptions in following pages.

## ROGERS HALL OF FAME

Whether it be sports, industry, science or government every line of endeavor has its Hall of Fame. We in Rogers Brothers Company are no exception. We honor not the heroes of a past era, but the lifeblood of our firm in the present day. Rogers Hall of Fame contains the names and pictures of those varieties of peas, beans and sweet corn that have been developed by our own plant breeding staff and which are currently enjoying wide distribution here in the United States and abroad. These are the fruits of a research and development program progressively designed to meet the demands of our trade at this time.

Some of these members of our Hall of Fame have been around for many years, and are living proof that our plant breeders designed well to produce varieties of such an enduring pattern. Others are relatively new, but their stature has been measured by the volume of their acceptance by our customers.

With pleasure and pride we list below those of our current varieties which by virtue of their widespread distribution merit election to Rogers Hall of Fame.

### ROGERS *Hall of Fame*

#### **P E A S**

Ace	Small Sieve Freezer
Eureka	W. R. Thomas Laxton 251
Famous	Victory Freezer
Freezonian	Wasatch
Midfreezer	Winner

**ROGERS**  
*Hall of Fame*

**B E A N S**

Bountiful Canner	Slenderwhite
Earligreen	Supergreen, Improved
Earliwax	Tendergreen, Imp. M. R.
Higrade	Tendergreen No. 32304
Puregold Wax	Slenderwhite
Slendergreen	Wadex

**S W E E T   C O R N**

Dominator	Golden Hybrid R-8
Early Cogent	Golden Nugget
Golden Earlipak	Mello-Gold, White Silk

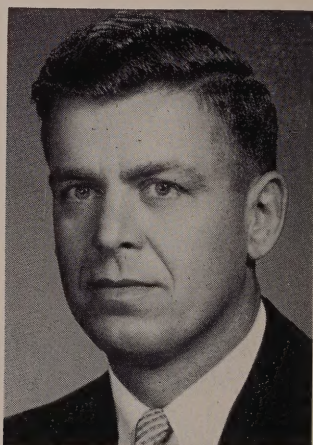
Not included in this current listing of Rogers Hall of Fame are many varieties which were developed by our firm in years past and which enjoyed good volume during their period of usage. The everchanging pattern of demand of our trade has made them generally obsolete, although we still catalog a few of them to satisfy the specific needs of certain of our clientel. Many items on the current honor roll will soon be superseded by new material developed annually by our plant breeding staff.





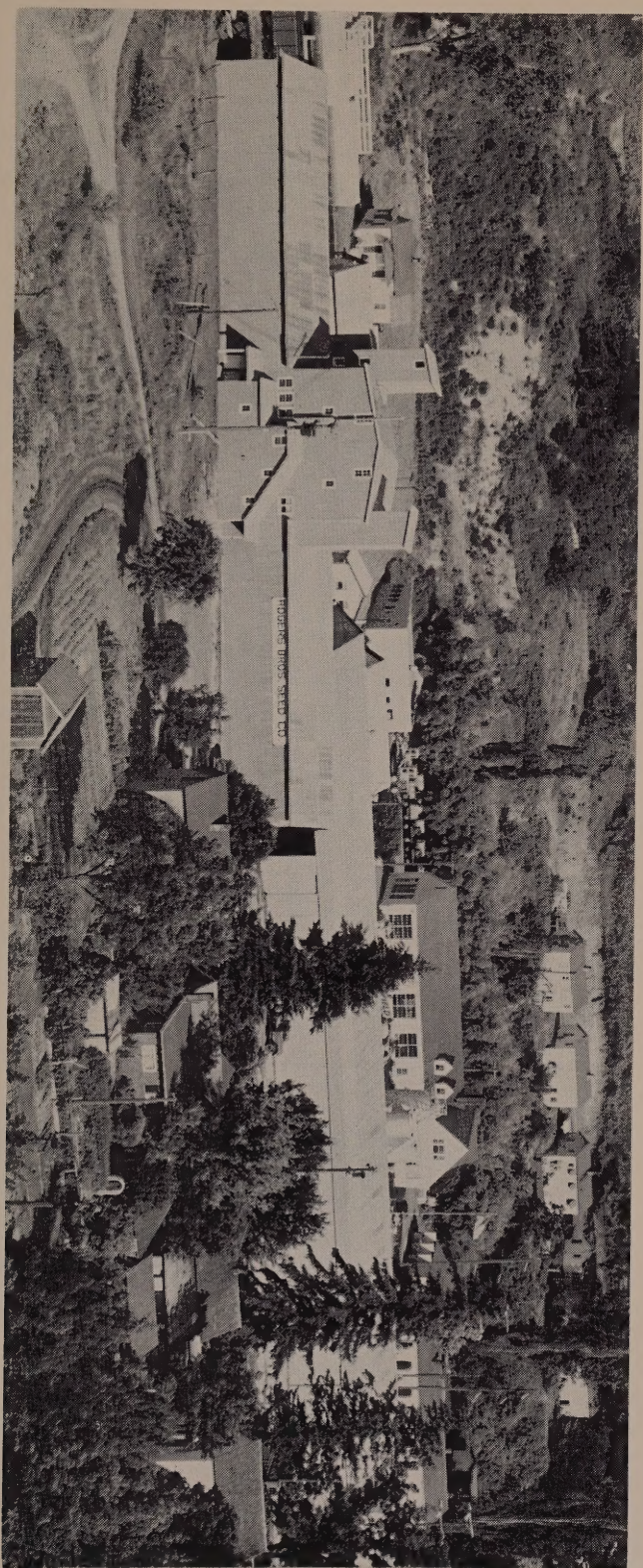
DR. M. E. ANDERSON

Dr. M. E. Anderson has for many years been in charge of our pea and bean breeding program. His efforts have made it possible for us to introduce numerous new and superior varieties that have gained general usage in both the seed trade and food processing industries. Our policy of progressive breeding will continue to bring out new and improved varieties in the near future.



DR. FRANKLIN L. BLANKENBURG

Dr. F. L. Blankenburg, in charge of sweet corn research, conducts a program that has been responsible in recent years for the introduction of several outstanding hybrids widely used in the fresh market and in the canning and frozen foods industries. An extensive breeding and testing program insures the continued development of new hybrids to meet the specific needs of our customers.



Our Colfax, Washington, Warehouse



## PEAS—CANNING VARIETIES

### ACE (Rogers)

64 Days

Vine ..... 32 inch, medium, dark  
 Pod ..... 2½ inch, light, blunt, double  
 Seed ..... small sized and wrinkled  
 Hardy, Prolific and Wilt Resistant Mid-Early.

Sieve	1	2	3	4	5	6	7	8
%	7	14	20	26	27	6		

### ALASKA (No. 423 Strain)

57 Days

Vine ..... 28 inch, light, slim  
 Pod ..... 2½ inch, light, blunt  
 Seed ..... small sized, smooth

Sieve	1	2	3	4	5	6	7	8
%	6	19	38	32	5			

Wilt Resistant. Small sieve size strain with high yield.

### ALASKA SWEET

58 Days

Vine ..... 28 inch, light, slim  
 Pod ..... 2¾ inch, light, blunt  
 Seed ..... wrinkled, small, med. green

Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	8	9	15	22	38	8		



Streamlined Handling in Our Colfax, Washington, Warehouse



## PEAS—CANNING VARIETIES

# New Introduction



EUREKA

Outstanding yielder of excellent quality, small sieve peas

EUREKA (Rogers)

68 Days

Vine ..... 30 inch, medium

Pod ..... 3½ inch, light, blunt, double

Seed ..... medium sized, wrinkled

Our newest high quality Early Perfection variety. producing a high yield of small sieve peas. Wilt Resistant.

Seive	1	2	3	4	5	6	7	8
%	4	8	18	40	25	5		

## PEAS—CANNING VARIETIES

### FAMOUS (Rogers)

67 Days

Vine ..... 24 inch, medium dark, fairly heavy  
 Pod .....  $3\frac{1}{2}$  inch, light, blunt, double  
 Seed ..... medium sized, wrinkled  
 A hardy, Wilt Resistant Perfection Type. Will normally out yield regular Perfection strains. Smaller sieve size.

Sieve	1	2	3	4	5	6	7	8
%	1	4	15	33	39	8		

### PERFECTION No. 326

67 Days

Vine ..... 32 inch, fairly heavy, medium dark  
 Pod .....  $3\frac{1}{4}$  inch, light, blunt, double  
 Seed ..... Small sized, wrinkled  
 High quality—heavy producer. Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	2	7	19	35	33	4		

### PERFECTION (Wisconsin)

71 Days

Vine ..... 30 inch, medium heavy, dark  
 Pod .....  $3\frac{1}{4}$  inch, light, blunt, double  
 Seed ..... medium sized, wrinkled  
 Wilt Resistant. Small Sieve. Late Season, for extending quality pack.

Sieve	1	2	3	4	5	6	7	8
%	2	5	12	33	35	13		

### PERFECTION NEW LINE

69 Days

Vine ..... 28 inch, medium heavy, dark  
 Pod .....  $3\frac{1}{4}$  inch, light, blunt, double  
 Seed ..... medium-large sized, wrinkled  
 Wilt Resistant. A high yielding Early Perfection of excellent quality.

Sieve	1	2	3	4	5	6	7	8
%	1	4	11	24	32	24	4	

### PRIDE

65 Days

Vine ..... 24 inch, medium, dark  
 Pod .....  $3\frac{1}{4}$  inch, blunt, straight, light green  
 Seed ..... medium-large sized, wrinkled  
 Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%		5	10	22	34	25	3	

### PROFUSION IMPROVED (Rogers)

71 Days

Vine ..... 30 inch, medium dark, heavy  
 Pod ..... 4 inch, light, semi-blunt, well filled  
 Seed ..... large, cream, wrinkled  
 Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%		1	6	26	44	21	2	



## PEAS—CANNING VARIETIES



### SHOSHONE

SHOSHONE (Rogers)

69 Days

Vine ..... 30 inch, medium dark, heavy  
 Pod .....  $3\frac{1}{2}$  inch, light, blunt, mostly single  
 Seed ..... large sized, wrinkled

Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	3	7	16	19	25	24	6	

SURPRISE

60 Days

Vine ..... 24 inch, slim, dark  
 Pod .....  $2\frac{1}{2}$  inch, light, blunt  
 Seed ..... small sized, wrinkled

Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	5	10	15	33	29	8		

## PEAS—CANNING VARIETIES



### WASATCH

Very early, highest quality  
Wilt Resistant Canning Pea.

#### WASATCH (Rogers)

64 Days

Vine ..... 26 inch, fairly heavy  
Pod ..... 3 1/4 inch, light, blunt, mostly double  
Seed ..... medium-large sized, wrinkled  
Wilt Resistant. Earliest Perfection Type. Excellent  
holding qualities.

Sieve	1	2	3	4	5	6	7	8
%	2	5	12	22	22	26	11	

#### WINNER (Rogers)

59 Days

Vine ..... 30 inch, slim, light  
Pod ..... 2 inch, small, blunt  
Seed ..... very small, smooth

Sieve	1	2	3	4	5	6	7	8
%	13	22	33	30	2			

Smaller Sieve Sizes Than Alaska.



## PEAS—FREEZING VARIETIES

# New Introduction



FROSTY

A new early freezing pea with exceptional yield and quality

FROSTY

65 Days

Vine ..... 26 inch, medium  
 Pod ..... 3½ inch, dark green, blunt, doubled  
 Seed ..... medium-large size wrinkled  
 Wilt Resistant. Heavy set of double pods on a medium length vine insures good pod-vine ratio. A prolific early variety with very uniform dark green shelled peas of excellent quality.

Sieve	1	2	3	4	5	6	7
%	1	3	12	28	40	15	1

## PEAS—FREEZING VARIETIES

# New Introduction



### MIDFREEZER

A new high quality, midseason freezing pea introduced to fill the gap between early and late season harvest.

#### MIDFREEZER (Rogers)

66 Days

Vine ..... 28 inch, medium  
Pod ..... 3 1/4 inch, dark, blunt, mostly double  
Seed ..... medium-large sized, wrinkled

A high yield is given on a sensible length vine. Wilt Resistant. Produces shelled peas of excellent quality and uniform, dark green color. Comparable to Perfected Freezer in sieve sizes and better in quality.

Sieve	1	2	3	4	5	6	7	8
%	2	4	11	23	37	19	4	



## PEAS—FREEZING VARIETIES



### PERFECTED FREEZER

Dark Green Seed Coat and Cotyledon  
A Smaller Sieve Heavy Producer

### PERFECTED FREEZER

69 Days

Vine .....28 inch, fairly heavy, medium dark

Pod .....3½ inch, light, blunt, double

Seed .....medium sized, wrinkled

Wilt Resistant. Dark Green Perfection Type.

Sieve	1	2	3	4	5	6	7	8
%		3	9	28	30	25	5	

PEAS—FREEZING VARIETIES

# New Introduction



SMALL SIEVE FREEZER

SMALL SIEVE FREEZER (Rogers)

67 Days

Vine ..... 28 inch, medium, dark  
 Pod ..... 3 1/4 inch, dark, blunt, mostly double  
 Seed ..... medium small wrinkled

Wilt Resistant. Developed to fill the need for small sieve sizes of uniform high quality dark green peas.

Sieve	1	2	3	4	5	6	7	8
%	2	6	14	24	34	20		



## PEAS—FREEZING VARIETIES

THOS. LAXTON (Rogers No. 251)

63 Days

Vine ..... 30 inch, dark, slim  
 Pod ..... 3½ inch, dark green, blunt  
 Seed ..... large, wrinkled

Our Wilt Resistant Strain developed especially for the freezing trade. More hardy and better holding qualities.

Sieve	1	2	3	4	5	6	7	8
%	2	5	6	15	27	25	20	



VICTORY FREEZER

VICTORY FREEZER (Rogers)

66 Days

A midseason, high quality, prolific variety.

Vine ..... 29 inch, dark, slim  
 Pod ..... ¾ inch, dark, blunt, double  
 Seed ..... large sized, dark green, wrinkled

Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%		5	11	24	33	23	4	

More concentrated than earlier strains.

## PEAS—GARDEN VARIETIES

### ALASKA

57 Days

Vine ..... 28 inch, light, slim  
Pod ..... 2½ inch, light, blunt  
Seed ..... small sized, smooth  
Wilt Resistant.

### ALDERMAN (Tall Telephone)

72 Days

Vine ..... 40 inch, dark, heavy  
Pod ..... 4½ inch, dark, pointed  
Seed ..... very large, wrinkled  
Wilt Resistant.

### DWARF ALDERMAN (Rogers)

76 Days

Vine ..... 22 inch, dark, heavy  
Pod ..... 4½ inch, dark, pointed  
Seed ..... very large sized, wrinkled  
Wilt Resistant. (Dark Pod Dwarf Telephone.)

### DWARF GREY SUGAR

66 Days

Vine ..... 24 inch, dark, medium  
Pod ..... 2¾ inch, light, pointed  
Seed ..... small, grey, smooth  
Wilt Resistant.



Threshing Seed Peas in Columbia Basin Area of Washington



## PEAS—GARDEN VARIETIES



**FREEZONIAN**  
ALL AMERICA BRONZE MEDAL AWARD

<b>FREEZONIAN (Rogers)</b>	<b>63 Days</b>
Vine .....	30 inch, dark, medium
Pod .....	3½ inch, dark green, blunt
Seed .....	large, wrinkled
Wilt Resistant. Ideal for freezing.	
Broad Full Sized Market Pod.	

<b>HUNDREDFOLD (Laxtonian)</b>	<b>65 Days</b>
Vine .....	20 inch, dark, heavy
Pod .....	4 inch, dark, pointed
Seed .....	large, wrinkled

## PEAS—GARDEN VARIETIES



ICER No. 95 SHIPPING PEA

An improved Giant Stride type.

ICER No. 95 (Rogers)

74 Days

Vine ..... 24 inch, coarse, dark  
 Pod .....  $4\frac{1}{2}$ -5 inch, dark, pointed  
 Seed ..... very large, wrinkled  
 Wilt Resistant.

LAXTON'S PROGRESS

62 Days

Vine ..... 15 inch, dark, heavy  
 Pod .....  $4\frac{1}{2}$  inch, dark, pointed  
 Seed ..... large, wrinkled

LAXTON'S SUPERB

60 Days

Vine ..... 18 inch, light, coarse  
 Pod ..... 4 inch, dark, pointed  
 Seed ..... large, oval, smooth

Sometimes called Early Bird.

LINCOLN

67 Days

Vine ..... 28 inch, medium heavy, dark  
 Pod .....  $3\frac{1}{4}$  inch, dark, pointed  
 Seed ..... medium sized, wrinkled

Wilt Resistant.

Adapted for Freezing



## PEAS—GARDEN VARIETIES



LITTLE MARVEL

### LITTLE MARVEL

63 Days

Vine ..... 18 inch, dark, medium  
 Pod ..... 3 inch, dark, blunt  
 Seed ..... medium-large, wrinkled

### PED. EX. EARLY (First & Best)

58 Days

Vine ..... 24 inch, light, slender  
 Pod ..... 2½ inch, light, blunt  
 Seed ..... cream, small sized, smooth  
 Wilt Resistant.

### PREMIER (Rogers)

62 Days

Vine ..... 22 inch, medium, heavy  
 Pod ..... 2¾ inch, light, blunt  
 Seed ..... medium sized, wrinkled  
 (Use for Notts Excelsior and Impd. American Wonder.)



## PEAS—GARDEN VARIETIES

### PROGRESS No. 9

62 Days

Vine ..... 15 inch, dark, heavy

Pod ..... 4½ inch, dark, pointed

Seed ..... large, wrinkled

Our improved strain. Slightly taller vine and longer, straighter pod.

### THOMAS LAXTON (Rogers 251)

63 Days

Vine ..... 30 inch, dark, slim

Pod ..... 3½ inch, dark green, blunt

Seed ..... large, wrinkled

Wilt Resistant.

### VICTORY FREEZER (Rogers)

66 Days

Vine ..... 29 inch, dark, medium heavy

Pod ..... 3½ inch, dark, blunt, double

Seed ..... large sized, dark green, wrinkled

Wilt Resistant—ALL AMERICA BRONZE MEDAL.

A high yielding, excellent quality, mid-season variety, ideally suited for home freezing. See cut page 13.

### WORLD'S RECORD—EARLY GRADUS

58 Days

Vine ..... 24 inch, light, medium


Pod ..... 3½ inch, dark, pointed

Seed ..... large, wrinkled



Our Twin Falls, Idaho, Warehouse





## BEANS—BUSH GREEN POD

### BOUNTIFUL

51 Days

Pods are 7 inches long, straight, broad, flat, light green. Seed straw color.

Stringless. GARDEN & CANNING VARIETY

### BOUNTIFUL CANNER (Rogers)

53 Days

Growth habit very similar to regular Bountiful, but gives a higher yield. Fibre analysis is very much lower, therefore, an ideal bean for French-style pack.

### CONTENDER (Buff Valentine)

55 Days

Pods are 6½ inches long, slim, near round, dark green and stringless. Seed, buff, lightly mottled. Mosaic Resistant.

MARKET GARDEN & SHIPPING

### FULL MEASURE, IMPROVED (Rogers)

60 Days

Pods are 6 inches long, fairly straight, round, dark green. Stringless. Seeds: Reddish brown, mottled with buff.

GARDEN & CANNING VARIETY

### FULLGREEN (Developed by U.S.D.A.)

54 Days

Pods 5½ inches long, dark green, round, stringless. Mosaic Resistant and tolerant to several other diseases. Seeds: Mouse grey to olive brown.

GARDEN & CANNING VARIETY

### GIANT STRINGLESS

56 Days

Pods are 6 inches long, round, fairly straight, light green. Stringless. Seed: Yellowish brown.

GARDEN & CANNING VARIETY

BEANS—BUSH GREEN POD

*New Introduction*



EARLIGREEN

A new white seeded slim podded bean developed to meet the whole-bean processors' need for an early, prolific variety adapted for mechanical harvest.

EARLIGREEN (Rogers)

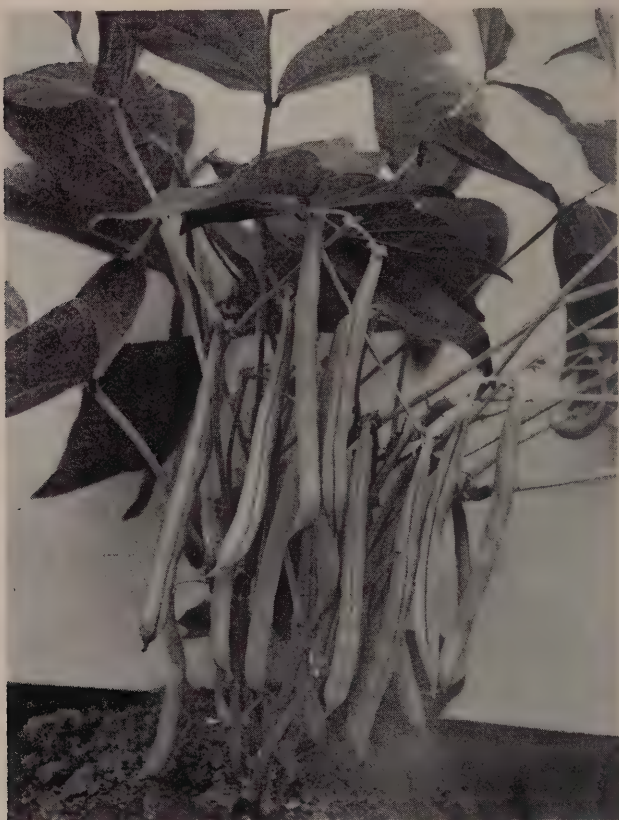
55 Days

Pods are 5½ inches long, smooth, round, straight and slightly lighter color than Tendergreen. Bush erect, 14 inches, dark green, compact with Refugee type leaves. MOSAIC RESISTANT. Seed: SMALL WHITE. CANNING VARIETY



BEANS—BUSH GREEN POD

*New Introduction*



HIGRADE

High yield of plump, fleshy pods  
with low fiber for French-Style pack.

HIGRADE

60 Days

Pods are 6 inches long, plump and fleshy, straight, round, smooth, stringless, medium dark green color and low in fiber. Upright bush well adapted to mechanical harvest. A high yielding white seeded Tendergreen type of fine quality recommended for large size cuts and French-style packs. Mosaic Resistant.

## BEANS—BUSH GREEN POD

LANDRETH STRINGLESS (Burpees) 54 Days

Pods are 6 to 7 inches long, fairly straight, round, dark green. Stringless. Seed: Light coffee brown.

GARDEN & CANNING VARIETY

PLENTIFUL (Black Seeded Bountiful) 53 Days

Pods similar to Bountiful, slightly longer and darker green. Straight. Stringless. Seed: Black.

GARDEN VARIETY

RUBY DWARF HORTICULTURAL 56 Days

Pods 4 to 5 inches, broad, flat, dark green, streaked with red. Stringless. Seed: Cream splashed with red.

GARDEN VARIETY

SEMINOLE 62 Days

Pods 6 inches long, round, straight, smooth, dark green, and stringless. Developed at Everglades Experiment Station of the University of Florida. Claimed resistant to common mosaic, rust and mildew. Seed: Brown mottled.

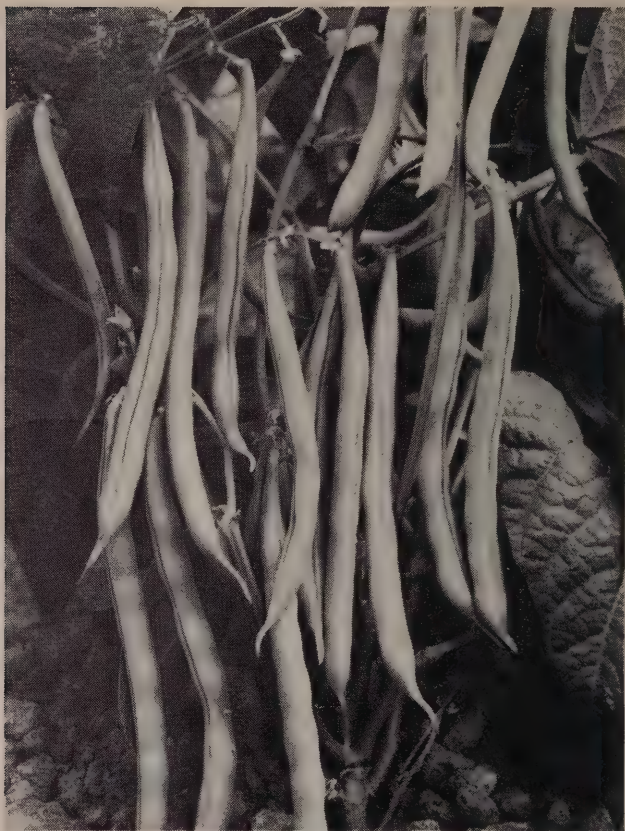
GARDEN & CANNING VARIETY



Seed Processing and Storage Plant, Idaho Falls, Idaho.

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## BEANS—BUSH GREEN POD



SLENDERGREEN

SLENDERGREEN (Rogers)

56 Days

An excellent bush bean with pods 6 inches long, round, straight, slim and dark green. Stringless, Uniform maturity. Seed: Purple splashed with buff. Similar to Tendergreen in color with slimmer, smoother pod.

GARDEN & CANNING VARIETY



BEANS—BUSH GREEN POD

*New Introduction*



SLENDERWHITE

Excellent yield of slim, smooth  
pods of good uniform green color.

SLENDERWHITE

56 Days

Pods are 5-6 inches long, slim, straight, smooth round, stringless and of medium dark green color. Well adapted to mechanical harvesting. Pure white seeds. Mosaic Resistant. Derived by our breeding department through selection and purelining from stock originating as U.S.D.A. B-2720-4-1.

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## BEANS—BUSH GREEN POD

### STRINGLESS BLACK VALENTINE

55 Days

Pods are 6 inches long, narrow, oval, dark green, good quality, stringless. Seed: Black.

GOOD SHIPPER



### IMPROVED SUPERGREEN

An improved Mosaic Resistant strain of our original Supergreen.

### IMPROVED SUPERGREEN (Rogers)

58 Days

This new strain of Supergreen retains the heavy pod set of our original release, but now has the advantage of being MOSAIC RESISTANT. Pods are 6 to 7 inches long, slim, smooth, round, dark green and stringless. Seed: Brownish purple, mottled faun.

GARDEN, CANNING & FREEZING VARIETY

## BEANS—BUSH GREEN POD



TENDERCROP

Produces high yield of dark green  
pods of fine quality

### TENDERCROP

55 Days

A new U.S.D.A. variety with pods  $5\frac{1}{2}$  inches long, slender, round to slightly creaseback, dark green, slow seed development. Good yielder of fine quality beans carried on a vigorous, upright bush well adapted to mechanical harvesting. Seeds purple mottled. Resistant to Common Bean Mosaic, New York 15 Mosaic and Pod mottle virus.

GARDEN, CANNING & FREEZING VARIETY



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## BEANS—BUSH GREEN POD

TENDERGREEN, IMPD. (Rogers)

56 Days

Pods are 6 inches long, round, dark green, straight and stringless. This strain is MOSAIC RESISTANT. Seed: Brownish purple, mottled fawn.

GARDEN, CANNING & FREEZING VARIETY



TENDERGREEN NO. 32304

A prolific, round podded Tendergreen

TENDERGREEN No. 32304 (Rogers)

56 Days

Pods are 6 inches long, round, dark green, straight, stringless, and MOSAIC RESISTANT. Pod is more perfectly round than Imp. Tendergreen. This strain is preferred for CANNING. Seed: Brownish purple, mottled fawn.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH GREEN POD

*New Introduction*



TENDERWHITE

Our new white seeded variety in the Tendergreen class

TENDERWHITE (Rogers)

60 Days

This new bean has been bred primarily to meet the processors' demands for a high yielding, uniform color cut bean with low fiber content and adapted to mechanical harvesting. Pods are 5½ to 6 inches long, slender, round, straight, smooth, dark green and stringless. MOSAIC RESISTANT. PURE WHITE SEED.

GARDEN, CANNING & FREEZING VARIETY

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## BEANS—BUSH GREEN POD

TENNESSEE GREEN POD

52 Days

Pods are 7 inches long, very broad, flat, dark green. Stringy. Very popular in the South. Seed: Broad, flat, dark brown.

GARDEN VARIETY.



TOPCROP

TOPCROP

52 Days

Vine is 15 to 17 inches high. An early maturing variety with concentrated pod set and high yield. Pods are  $5\frac{1}{2}$  inches long, stringless, round, dark green. Mosaic Resistant. Seed: Brown with buff mottle.

GARDEN, CANNING & FREEZING VARIETY

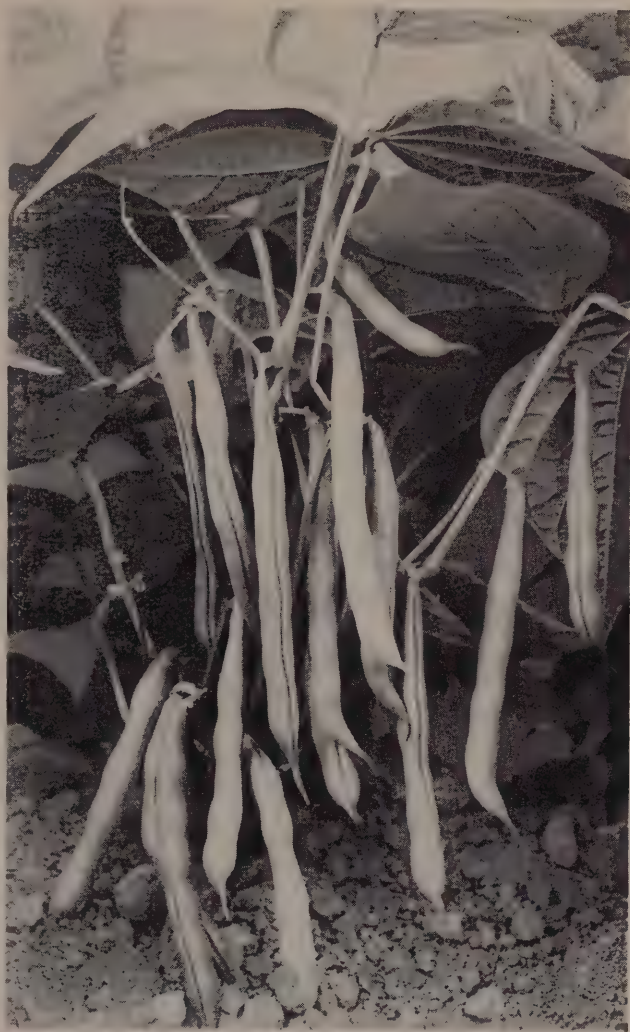


Hybridizing peas and beans in our greenhouse is the first step in the development of improved varieties.



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## BEANS—BUSH GREEN POD



WADE'S BUSH

ALL AMERICA GOLD MEDAL AWARD.

WADE'S BUSH

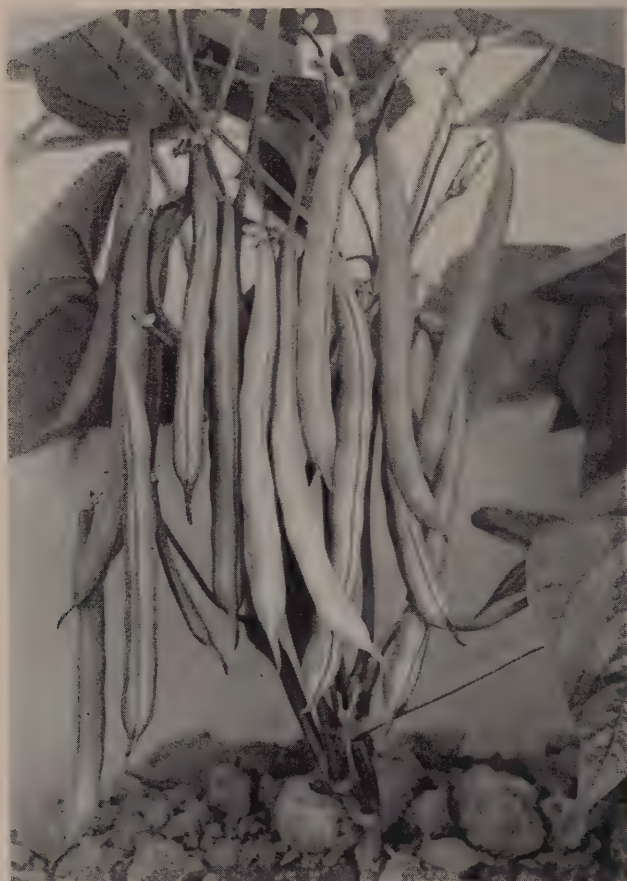
65 Days

Pods  $5\frac{1}{2}$ -6 inches long, straight, meaty, dark green and stringless. Seed: Purple-Brown. Mosaic Resistant. Adapted for Freezing.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH GREEN POD

*New Introduction*



WADEX

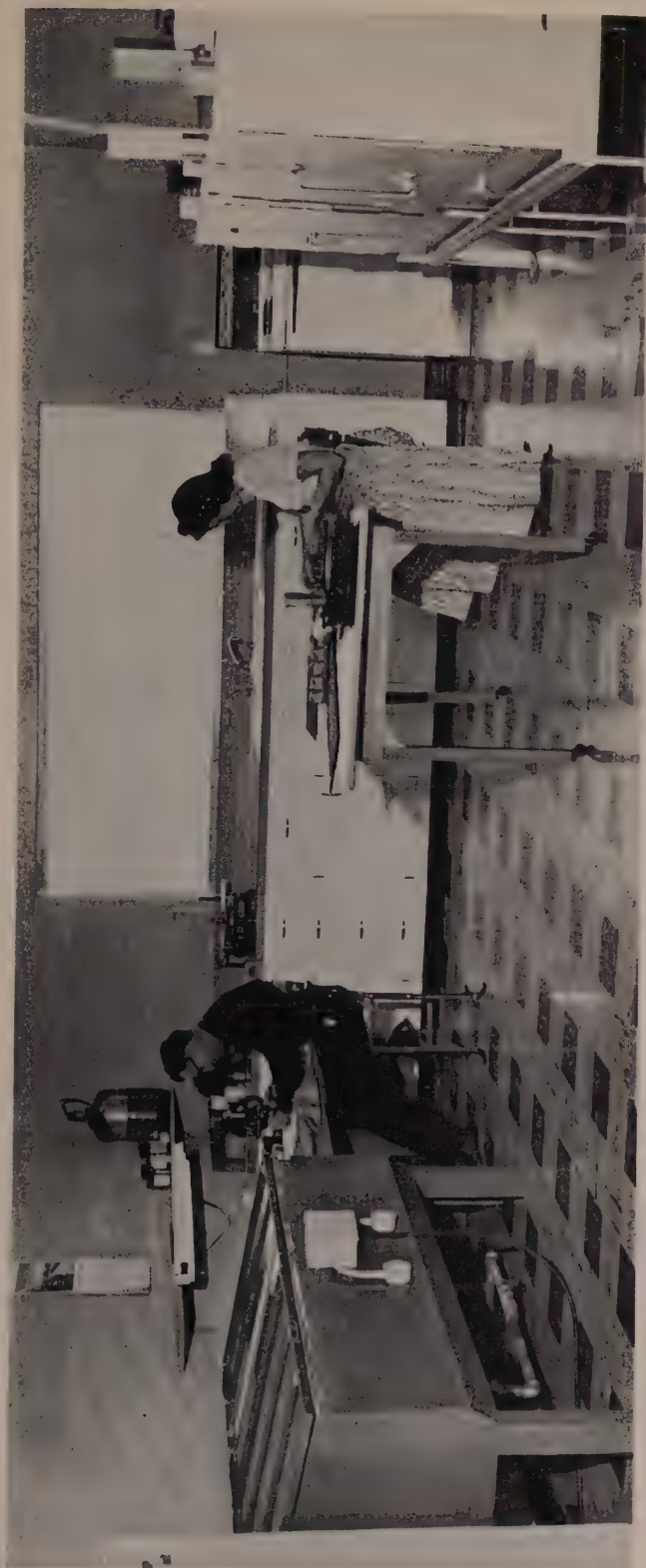
An attractive new bean with a prolific set of dark green pods of excellent quality.

WADEX (Rogers)

60 Days

A new variety similar to Wade's Bush but higher in yield, earlier in season and more uniform in pod setting. Pods are 6 inches long, straight and dark glossy green. Slightly slimmer and rounder than Wade's Bush. MOSAIC RESISTANT. Seed: Purple-brown.

GARDEN, CANNING & FREEZING VARIETY



Germination Laboratory at Our New Pea and Bean Research Center in Twin Falls, Idaho.



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## BEANS—BUSH WAX POD

### BRITTLE WAX (Round Pod Kidney)

62 Days

Pods are 6 inches long, very slightly curved, round, yellow, stringless. Seed: White with black eye.

GARDEN & CANNING

### CHEROKEE WAX

58 Days

Pods 6 inches long, flat to oval, deep yellow, stringless. An improved type of Sure Crop Black Wax with narrower pod. Seed: Black. GARDEN VARIETY.

### KINGHORN WAX (White Seed)

56 Days

Pods 6 inches long, slightly curved, round, yellow, stringless. Seed: Pure White. An improved higher yielding Brittle Wax type.

GARDEN, CANNING & FREEZING VARIETY

### PENCIL POD BLACK WAX

65 Days

Pods are 5½ to 6 inches long, round, slightly curved, yellow, stringless. Seed: Black. GARDEN VARIETY



Portion of Rogers Bean Breeding Farm  
at Twin Falls, Idaho

BEANS—BUSH WAX POD

*New Introduction*



EARLIWAX

Our newest early wax bean with  
slim, golden yellow pods.

EARLIWAX

56 Days

Pods 5-6 inches long, slim, round, very golden yellow color, stringless. An excellent quality bean that develops its color in the smaller sieve sizes. Prolific yielder. Pure white seeds. Mosaic Resistant. Combines the best characteristics of both Puregold and Kinghorn Wax into a new variety.

GARDEN, CANNING & FREEZING VARIETY

## BEANS—BUSH WAX POD



### PUREGOLD WAX

Mosaic Resistant. Deep Yellow

ALL AMERICA BRONZE MEDAL AWARD

### PUREGOLD WAX (Rogers)

65 Days

Pods are 5½ to 6 inches long, slim, round, very golden yellow, stringless. Seed: White with light brown around the eye. Mosaic Resistant. A very prolific wax bean of highest quality.

GARDEN, CANNING & FREEZING VARIETY

### NEW TOP NOTCH GOLDEN WAX

51 Days

Pods are 5 inches long, flat, straight, yellow, stringless. Seed: White with brown eye. This new strain has virtually eliminated the "hard seed" problem traditionally associated with Top Notch. Season is one day later than former strain, but has heavier yield and better bush. (Use for Improved Golden Wax.)

GARDEN VARIETY



## BEANS—POLE

### BLUE LAKES, BLACK SEEDED (Rogers) 65 Days

Vine 5 foot, dark green. Pods 7 inches, straight, round, stringless. Resistant to Common Bean Mosaic.  
Seed: Black GARDEN & CANNING VARIETY

### BLUE LAKES, WHITE SEEDED No. 228 59 Days

Pods  $6\frac{3}{4}$  inches long, nearly round, dark, fleshy and stringless at all stages. Vigorous, productive plant resistant to common bean mosaic and certain strains of rust. This strain developed by Asgrow.

Seeds: Small, white. CANNING & FREEZING

### BLUE LAKES, WHITE SEEDED F. M. No. 1 57 Days

An early maturing variety with pods  $5\frac{1}{2}$ -.6 inches long, straight, nearly round, uniformly dark green in color, smooth, fleshy, and stringless at all stages. A vigorous growing, good climbing plant with minimum of basal foliage. Highly productive with an extended picking period. Developed by Ferry-Morse Seed Co.

Seeds: Small, white. CANNING & FREEZING

### KENTUCKY WONDER (Old Homestead) 65 Days

Vines 5 foot, vigorous. Pods  $7\frac{1}{2}$  inches, round, curved, silver green. Stringless when young. Seed: Light brown, flat oval. GARDEN VARIETY

### ST. LOUIS PERFECTION 62 Days

Vine 5 foot, large, medium green, open leaves. Pods 8 inches, straight, round, fleshy, silvery green. Stringless in the young stages. Seed: White, very plump. Sometimes called White Kentucky Wonder.

GARDEN VARIETY

## BEANS—BUSH LIMA

### FORDHOOK 242 BUSH

70 Days

A top ranking All-American vegetable. Similar to Regular Fordhook but pods are shorter and uniformly curved. Most pods contain four seeds that shelled are identical to regular Fordhook. 242 has outstanding ability to set under adverse conditions, particularly in high temperatures. Excellent quality. Recommended for freezing. Seed: Creamish green and light green.



Bagging a tassel for inbreeding at our hybrid sweet corn research station at Caldwell, Idaho.



Our Sweet Corn Breeding and Trial Grounds at Caldwell, Idaho  
Is One of the Largest Programs of Its Kind in the Nation.



## SWEET CORN

### BURBANK BANTAM

88 Days

Ears 8 inches, with 12 to 14 rows of deep, yellow kernels. Equal in flavor to 8 row Bantam. Stalks 5½ to 6 feet. Produces well under adverse conditions. Among the best of the open pollinated varieties for garden and market.

### CARMELCROSS (Hybrid)

75 Days

Ears 7½ to 8 inches, 12-16 rows broad, medium depth yellow kernels. Stalks 5 to 5½ feet. An early midseason, widely adapted hybrid giving a high yield of good quality corn for market, garden and for early canning and freezing. Originally released by the Connecticut Experiment Station.



COUNTRY GENTLEMAN ILL. NO. 13

### COUNTRY GENTLEMAN ILL. No. 13 (Hybrid) 95 Days

Ears 8½ inches with narrow, deep, white kernels. Stalk 8 feet. Has white interior silk and excellent holding qualities. A high yielding, top quality Country Gentleman Hybrid developed by Prof. W. A. Huelsen at the University of Illinois.

## SWEET CORN

### COUNTRY GENTLEMAN

95 Days

Ears, 7 to 8 inches. Deep, white, slender, kernels with no row formation. Tender, sweet, excellent flavor. Small cob. Flag leaves. Stalk 6½ to 7½ feet. Used primarily for home gardening.

## *New Introduction*



### DOMINATOR

#### DOMINATOR (Hybrid 1962)

88 Days

A new yellow hybrid developed in our Sweet Corn Research Program for the canning and freezing trade.

Stalk 6-6½ feet, 1 to 2 tillers, well adapted to mechanical harvest. Ears 8½ to 9 inches with mostly 14 to 16 rows of bright yellow kernels of medium width and depth. Very tender pericarp and excellent flavor.

Dominator equals Golden Cross Bantam in quality and his advantages of white inner silks, increased field yield and higher recovery of cut corn.

## SWEET CORN

### GOLDEN BANTAM 8 ROWED

87 Days

Ears 6 to 8 inches with 8 rows of kernels. Usually produces two ears per stalk. Stalks 5½ to 6 feet. An excellent selected strain. Hardy and well known, variety for home garden.



### GOLDEN BEAUTY

1955 ALL AMERICA SILVER MEDAL WINNER

### GOLDEN BEAUTY (Hybrid)

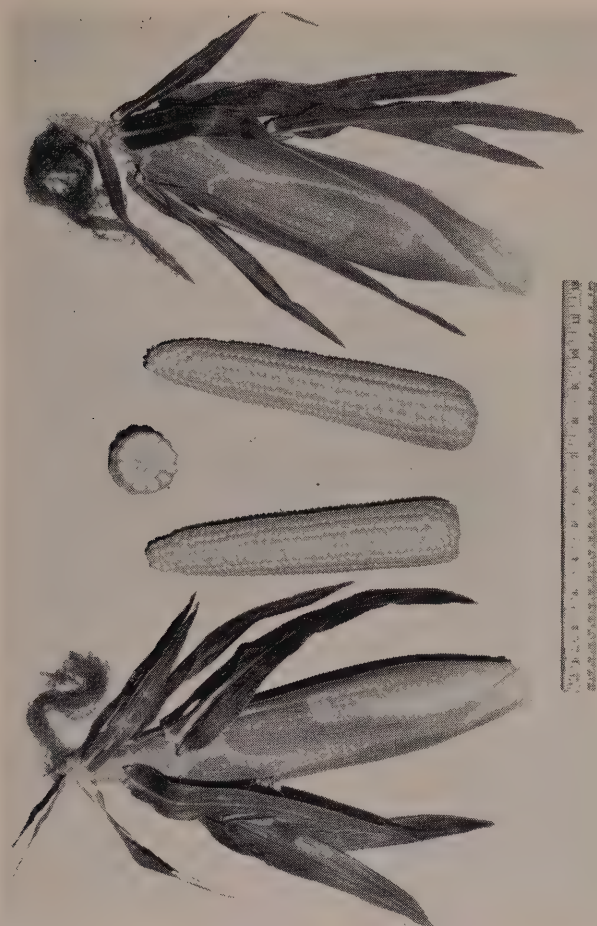
72 Days

An early, yellow market and home garden hybrid introduced by Prof. W. H. Lachman of the University of Massachusetts.

Stalks 5 feet. Ears 7-8 inches long and slightly tapered, with 12-14 rows of medium width, good yellow, kernels. This hybrid yields well and has good quality factors. Maturity is approximately a day earlier than Marcross.



## SWEET CORN



GOLDEN CROSS BANTAM

GOLDEN CROSS BANTAM (Hybrid)

88 Days

Ears 8 to 8½ inches with 12 to 14 rows of golden kernels. Sweet and tender. Heavy yielder, resistant to wilt. Very uniform. Stalk 6 to 6½ feet. A hardy top quality corn. Very wide range of adaptability. Used for garden, market, canning and freezing. Developed by Glenn M. Smith of Purdue University and the U.S.D.A.

## SWEET CORN



GOLDEN EARLIPAK

### GOLDEN EARLIPAK

73 Days

Developed in our breeding program for first early canning and freezing use, but equally suited for market planting. Especially adapted to areas where short growing season precludes use of slower maturing hybrids.

Stalk 6-6 1/2 feet. Ears 8 1/2 inches, predominantly 12 rows and with tender and sweet kernels of medium depth and good yellow color. A good yielding early hybrid adapted for mechanical harvesting.



De-tasseling Crew in Hybrid Sweet Corn Production Field  
at Caldwell, Idaho

## SWEET CORN

# *New Introduction*



GOLDEN HYBRID G101

### GOLDEN HYBRID G101

74 Days

This new hybrid maturing in Marcross season offers a combination of high yield and improved flavor and tenderness seldom found in an early corn.

Stalks 6 feet, sturdy and with few tillers. Good tolerance to bacterial wilt. Ears  $7\frac{1}{2}$ -8 inches, mostly 12 rows and with long husk cover of medium green color. Attractive husked ear appearance. Kernels have good uniformity, glossy yellow color, medium width and depth.

Normally will produce two good ears per plant. Adapted for use as an early home garden, market, canning and freezing corn.



## SWEET CORN

# *New Introduction*



GOLDEN HYBRID R-8

87 Days

Demonstrated resistance to *Helminthosporium turcicum* and tolerance to ear worms make this new Rogers hybrid especially suitable for the South. Very good husked-ear appearance combines with dark green husks and flag leaves for market usage. Stalk 6-7 feet, ears 8½-9 inches, 14-18 rows, kernels medium yellow and with high gloss. White inner silk.

## SWEET CORN



GOLDEN NUGGET

### GOLDEN NUGGET (Hybrid)

88 Days

A Rogers introduction for the canning and freezing trade. A high yielding midseason, yellow hybrid of exceptionally good quality.

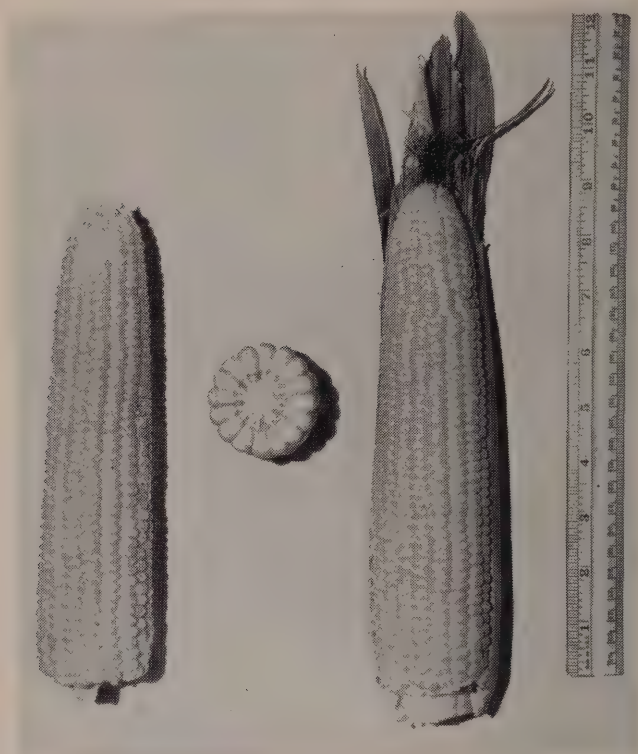
Stalk  $7\frac{1}{2}$  to 8 feet, 1 to 2 tillers, ears borne well up from the ground level for ease of harvesting. Easy snapper. Ears 8 to  $8\frac{1}{2}$  inches, cylindrical, 14 to 16 good uniform rows, long husk cover. Kernels medium yellow, medium width and depth, very tender and sweet.

### IOANA (Hybrid)

89 Days

Ears  $8\frac{1}{2}$  inches, very uniform, cylindrical, with 12-14 straight rows of medium width, light yellow kernels of excellent quality. Sturdy  $7\text{--}7\frac{1}{2}$  foot stalk with few tillers. A high yielding hybrid for canning and market gardening. Developed and released by Dr. E. S. Haber of Iowa State College.

## SWEET CORN



### IOCHIEF

IOCHIEF (Hybrid)

90 Days

Stalk 7 to 7½ feet, virtually tillerless. Ears 8½ to 9 inches long and filled to tips with deep, narrow kernels of glossy yellow color. Good mechanical harvester. Performs well under drought conditions. For canning, freezing and garden use.

MARCROSS C 13x6 (Hybrid)

73 Days

Ears 7 to 7½ inches with 10 to 14 rows of rather large, yellow kernels. Fairly good quality. Stalks 5 to 5½ feet. An early garden and market corn well known in all corn growing areas. A prolific producer. Introduced by the Connecticut Agricultural Experiment Station.

MARCROSS NORTHERN

76 Days

Ears 7 to 8 inches with 12 to 14 rows of medium width, yellow, deep kernels. Sweet, tender. Stalks 5½ to 6 feet. A large eared, early corn for market garden.



## SWEET CORN

# *New Introduction*



### JUBILEE

JUBILEE (Hybrid 2214)

85 Days

This new early-midseason maturing product of our sweet corn breeding program produces a high yield of corn with deep, narrow, yellow kernels of very good quality for canning and freezing usage.

Stalks 7-7½ feet, 1 to 2 tillers per plant, ears up well on stalk. Ears 8½-9 inches, 18-20 rows of kernels. Good cut corn recovery. White inner silk.

## SWEET CORN

### *New Introduction*



MELLO-GOLD, WHITE SILK

MELLO-GOLD, WHITE SILK (Hybrid) 82 Days

This new hybrid offers improvement over our original Mello-Gold in that it has better husk cover, white inner silk, longer ear, higher row number and slightly deeper kernels. Desirable factors of quality, early maturity, high yield and glossy yellow kernels have been retained.

Very sturdy 6-6 $\frac{1}{2}$  foot stalks with very few tillers make this hybrid well adapted to mechanical harvesting.

Ears 8 $\frac{1}{2}$ -9 inches long with 14-16 rows of medium-narrow kernels of good depth. Recommended for both processing and market.



## SWEET CORN

### NARROWGRAIN EVERGREEN ILL. 14x11 (Hybrid)

93 Days

Ears 8 inches with 18 to 22 rows of deep, slender, white kernels of fine quality. A few flag leaves. Stalk 8 feet. Good yield. Produces a more refined kernel than 14 x 13. Originated by Prof. W. A. Huelsen at the University of Illinois. A garden and canning hybrid.

### NARROWGRAIN EVERGREEN ILL. 14x13 (Hybrid)

93 Days

Ears 8 inches with 16-20 rows of very deep, medium width, white kernels. A good quality Narrowgrain. Few flag leaves. Stalk 8 feet, well rooted. A high yielding canning hybrid. Originated by Prof. W. A. Huelsen at the University of Illinois.

### SPANCROSS (Hybrid)

69 Days

Ears medium 6 to 7 inches with about 12 rows of yellow kernels. Uniform in maturity and good quality. Stalk 4½ to 5 feet, stocky, ears set low. Extra early, wilt resistant and somewhat resistant to cold. A first-early garden hybrid originated and released by the Connecticut Agricultural Experiment Station.

### STOWELLS EVERGREEN

95 to 100 Days

Ears 8 to 9 inches, 16 rows of deep, white kernels. Stalk 8 to 8½ feet with very few suckers. Bred from selected, hardy strains. A high yielding, large eared Stowells for market and gardening.

### STOWELLS EVERGREEN (Hybrid)

95 Days

Ears 8½ inches with 16 to 20 rows of medium width, white kernels. Stalk 8 feet with very few tillers. Good quality. Narrower kernels, more uniform in plant type and maturity than open pollinated Stowells Evergreen.

### TENDERGOLD

76 Days

Ears 7 to 8 inches with 12 to 14 rows of golden kernels of medium width and depth. Sweet, tender, fine quality. Stalks 5½ to 6 feet. A hardy strain of satisfactory yield for canning, market or home garden.



ALWAYS AT YOUR SERVICE



HUGH P. DORR  
Eastern Representative  
Hoosick Falls, N. Y.    Phone: 416

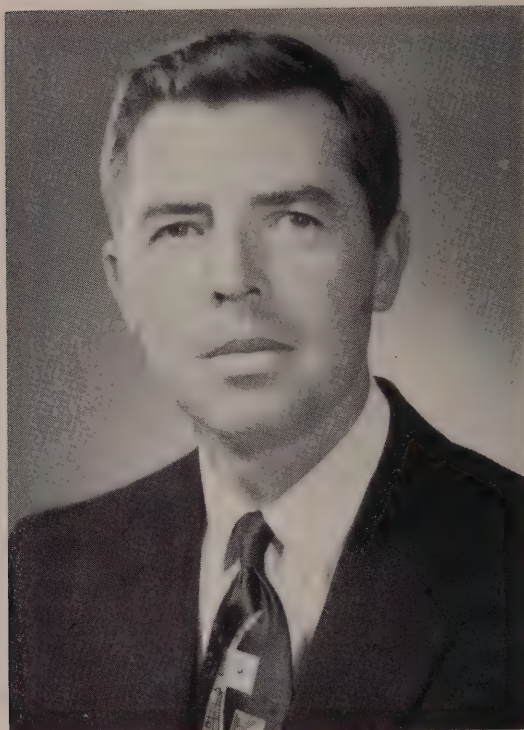
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JOHN W. KURZENHAUSER

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Phone 9-4234



ALWAYS AT YOUR SERVICE



H. G. "JERRY" WASHBURN  
Southern Representative

3053 West Pine Valley Rd., N. W., Atlanta 5, Ga.  
Phone: Cedar 3-0476



## MEMORANDUM



## MEMORANDUM





## MEMORANDUM



**ROGERS BROTHERS  
COMPANY**

**-- SEEDS --**

Sales Office  
and  
Production Headquarters  
IDAHO FALLS, IDAHO



"Blood Tells"

The Seal of



QUALITY  
INTEGRITY  
DEPENDABILITY

**ROGERS**  
**BROTHERS COMPANY**  
*Seeds*

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